

# Increase membership prices

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As groups grow and mature, costs increase, and leaders may need to adjust prices to stay financially sustainable. On Heylo, leaders have two options for applying a price increase:

## Increase for all members

A global price increase is ideal when there's a clear justification and the leader wants to maintain a simple membership structure. To increase membership prices for everyone:

1. Open admin settings and select [membership plans](#)
2. Select an existing plan and press edit
3. Enter the new price, and press save

**Existing members** will be charged the new price on their **next billing date**.

- *Example:* If the price increases from \$10/month to \$20/month on Feb 14, and a member's next billing date is Feb 19, they will pay \$20 on Feb 19.

**No automatic notifications** are sent when the price increase applies to all active members. **New members** will pay the updated price immediately.

## Increase for new members only

Price increases for new members help retain existing members will increasing pricing for new members. It's best when a price increase may negatively impact existing membership, or there's a reason for the price increase primarily due to new members.

To raise prices without affecting current members:

1. Create a **new membership plan** with the updated price
2. Make the new plan visible
3. Hide the existing plan so only the new plan is available for sign-ups.

Existing members remain on their current plan at the original price unless they switch voluntarily.

## Best practices when communicating price increases

Clear communication is key to maintaining trust and transparency and a smooth price increase. Here are a few steps to consider when increasing prices as a leader:

1. **Socialize the change** with co-leaders and key stakeholders to get their feedback and buy-in.
2. **Notify all members in advance** and offer a way for them to ask questions or express concerns.
3. **Consider financial accessibility** by offering scholarship memberships if possible.
4. **Announce with confidence**, using Heylo's [announcements](#) to ensure clarity and follow up with [direct messages](#) as needed.

## Best Practices for Price Increases

- **Raise prices infrequently** but significantly, rather than making small frequent changes.
  - **Justify the increase** by tying it to improvements in the group experience.
  - **Acknowledge the impact**, as price increases can feel unfair when the experience remains unchanged.
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